

Message Text

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PAGE 01 LAGOS 02931 081644Z
ACTION AF-10

INFO OCT-01 ISO-00 SS-15 NSCE-00 EB-08 OPR-02 INR-10
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FM AMEMBASSY LAGOS
TO SECSTATE WASHDC PRIORITY 6998

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E.O. 11652: N/A

TAGS: NI, OVIP, CARTER, JIMMY

SUBJECT: BRIEFING PAPER FOR PRESIDENTIAL VISIT TO NIGERIA

REF: AMBASSADOR'S LETTER TO SMITH AF/W, DECEMBER 12, 1977

1. AN UPDATE OF EMBASSY'S BRIEFING PAPER ON FIRST LAGOS INTERNATIONAL TRADE FAIR ORIGINALLY PREPARED FOR PRESIDENTIAL VISIT IN NOVEMBER 1977 IS AS FOLLOWS.
2. THE FIRST LAGOS INTERNATIONAL TRADE FAIR HELD NOVEMBER 27-DECEMBER 11, 1977 WAS THE NIGERIAN GOVERNMENT'S FIRST MAJOR VENTURE INTO THE INTERNATIONAL TRADE FAIR FIELD AND WAS ONE OF SEVERAL 1977 EVENTS INTENDED TO EMPHASIZE NIGERIA'S INTERNATIONAL STANDING, FOLLOWING THE BLACK ARTS FESTIVAL OF JANUARY AND THE ANTI-APARTHEID CONFERENCE IN AUGUST.
3. THE US WAS AMONG 58 COUNTRIES PARTICIPATING, WITH 34 AMERICAN FIRMS IN A LARGE DEPARTMENT OF COMMERCE PAVILION AND A LARGE USIA "PATHS TO PROGRESS" EXHIBIT IN A GEODESIC DOME. THE NIGERIAN-AMERICAN CHAMBERS OF COMMERCE OF NEW YORK AND LAGOS WITH EMBASSY ASSISTANCE HELD A SUCCESSFUL ONE-DAY SEMINAR OF NIGERIAN OFFICIALS AND AMERICAN BUSINESSMEN TO COINCIDE WITH THE FAIR.

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4. GREAT BRITAIN HAD THE LARGEST COMMERCIAL EXHIBIT FOLLOWED BY WEST GERMANY AND THE U.S. ALL REPORTED OVERWHELMING BUSINESS, WITH THE FIRMS IN OUR COMMERCE DEPARTMENT EXHIBIT CLAIMING A RECORD-BREAKING \$41 MILLION IN DIRECT SALES AND \$360.8 MILLION PROJECTED ONE-YEAR SALES. ALL MAJOR TRADING NATIONS PARTICIPATED WITH THE CONSPICUOUS EXCEPTION OF THE USSR. CURIOUSLY, JAPAN HAD ONLY AN INFORMATION BOOTH. OUR

LARGE AND ATTRACTIVE PRESENCE WAS AN UNDOUBTED POLITICAL AS
WELL AS A COMMERCIAL SUCCESS, CAPPING A YEAR IN WHICH POLITICAL
RELATIONS WITH NIGERIA IMPROVED GREATLY WHILE EXPORTS ROSE
24 PERCENT TO \$957 MILLION.
EASUM

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Message Attributes

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